

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Scott Fergusson et al. Examiner: Linda Krisciunas
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For: METHODS AND SYSTEMS FOR MONITORING THE EFFICACY
OF A MARKETING PROJECT

RESPONSE AFTER FINAL

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I hereby certify that this paper is being electronically transmitted to the
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Lynn Thompson

November 8, 2006

Lynn Thompson

Date

This Response is being filed in response to the Official Action of the Examiner mailed
September 8, 2006, setting a three-month shortened statutory period for response ending
December 8, 2006.

Amendments to the Claims begin on page 2 of this paper.

Remarks/Arguments begin on page 11 of this paper.